

# THE LION'S EYE

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p2

Fair Trade

p3

Flu Shot

p3

American Hero

p4

Head of Class

p5

Food on Campus

p6

Local Music

p8

Men's Basketball

## THON Shatters Record

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Last year, Brandywine THON had a very successful fundraising season raising \$12,296.12 for the Four Diamonds Fund to help in the fight against pediatric cancer. However, this year after only two canning weekends and a couple events, Brandywine THON has not only met its total from last year, but also surpassed it.

Just to put this record setting year into perspective--after all three canning weekends last year, Brandywine THON had made nearly \$9,000. This year, after the first canning weekend, Brandywine THON raised \$8,500. The group added another \$5,000 during the second weekend. Already Brandywine THON has raised more money than last year, with one more canning weekend to go and other events still planned. The two Brandywine THON overall chairs are, to the least to say, thrilled about how this year is turning out so far.

"I was ecstatic," Brandywine overall chair and Penn State junior Jessica Maginnis said. "I can't believe we are already past our total from last year and it's only October!"

Brandywine THON's other overall chair, senior Kayla Csizmazia, was also very pleased with the group's recent success. "I was amazed because we never raised that much money before in one canning weekend," Csizmazia said.

They both attributed the early success to two main aspects: the more organized and dedicated chair committee and the amount of people who have joined this year.

"I was so excited going into this year," Csizmazia said. "I knew that the group who was picked to lead THON was more dedicated than any other group in the past."

The committee includes: Kevin Cardella, the canning chair; Liz Gramlich, the family relations chair; Renee Tallman, the event chair; Dan Monteverde, the finance chair; Lauren Lomas, the Donors and Alumni relations chair and Paul Alberici, the Public Relations chair.

Freshman like Ryan Stone has stepped up big time and will actually be taking over in the spring when Csizmazia leaves and Mark Gurenlian, who has shown a lot of dedication and hopes to help with Donors and Alumni next year.

One of the most exciting and surprising aspects of this year was Brandywine THON being granted a THON family. A THON family is a family whose child has been diagnosed with some form of cancer and is partnered with the Four Diamonds Fund, which is what THON raises all its money for.

See [THON], Page 2

## Say Hello to Brandywine 2.0

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Have you ever wondered about the popular slogan on those neon t-shirts that say "Hello Brandywine?" Have you noticed the new additions around the campus -- the building renovations and new labs? New academic and athletic programs? New bookstore?

A vast majority of students have taken a liking to the free multi-colored shirts circulating around campus, but most are unaware of the meaning behind the phrase. "Hello Brandywine" is a new campaign that was launched to highlight and to bring awareness to the new additions to the campus made in the span of approximately a year.

Risa Page, assistant director of marketing and communications in Brandywine's University Relations Office, helped launch the campaign and shared some insight and thought behind the project.

"Say Hello to what's new at Brandywine," Page said of the idea of the slogan.

The campaign was first introduced through an ice cream social for the students, followed by a ribbon cutting ceremony in the new Main Building student lounge. Hundreds came out for free Berkey Creamery ice cream and there were more than 70 students, faculty members, alumni and community members that gathered for the ribbon cutting.

"It was an extremely successful event," Page said of the turnout. "We want people to rediscover Brandywine and what the campus has to offer. We have three new academic programs -- engineering, psychology and biology. We kick off women's softball in the spring and have built new, state-of-the-art science labs, classrooms and office spaces, as well as a new bookstore. Our students now have access to a number of new facilities and resources to help them succeed as undergraduates."

A graduate out of the University of Delaware, Page has been impressed with the positive feedback from students, alumni and even strangers on the street.

"Some of our students wear the t-shirts on the street and strangers yell 'Hello Brandywine!' to them," Page said.

Page expressed Brandywine's mission to expand academic offerings through new degree programs and providing spaces where students can learn and stay on top of the technology that is out there. She is optimistic the campus is on its way to building a program that has a lot of potential to continue to prosper through the campaign, and insists that this is only the beginning of something special at Penn State Brandywine.

Page suggests it is too early to tell whether the campaign has met expectations, but it seems the new era is off to a good start.